

ORDER



Orders
Order / Rev: 704436
Alt Order #:
Product Desc: 8/4-8/5
Estimate:
Flight Dates: 08/04/12 - 08/05/12
Original Date / Rev: 08/03/12 / 08/03/12
Order Type: Political

KSDK

Primary AE: Local House
Sales Office: KSDK
Sales Region: LOC

Agency
Name: Patrick Media
Buying Contact:
Billing Contact:
 P.O. Box 317
 Marshfield, MO 65706

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Steelman, Sarah / R/ US Senate
Demographic: A25-54
Product Codes: PL-US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/05/12	4	\$4,200.00	\$3,570.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	4	\$4,200.00	\$3,570.00	0.00
Totals	4	\$4,200.00	\$3,570.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local House			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSDK	40%	\$4,200.00
Market	100%	\$10,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	0%	\$0.00
KETC	0%	\$0.00
KMOV	0%	\$0.00
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	0%	\$0.00
UNKWN	60%	\$6,300.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSDK	08/04/12	08/04/12	Olympics Weekend DT	CM	12n-5p	-----S-	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
				Olympics Weekend DT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 07/30/12		08/05/12	-----S-		1	\$2,400.00		0.00							
N 2	KSDK	08/04/12	08/04/12	Sat 5p	CM	5-530P	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				News Channel 5 at 5P Sat											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

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Advertiser: Steelman, Sarah / R/ US Senate
Product Desc: 8/4-8/5
Estimate:

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	KSDK	08/04/12	08/04/12	Sat 5p News Channel 5 at 5P Sat	CM	5-530P	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	-----S-			1		\$600.00		0.00				
N 3	KSDK	08/05/12	08/05/12	NC5 at 5P Sun News Channel 5 at 5P Sun	CM	5-530P	-----S	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	-----S			2		\$600.00		0.00				
Totals													4	\$4,200.00	